

Manonmaniam Sundaranar University
Tirunelveli – 12
B.Sc. Visual Communication (CBCS)
(Effective from the academic year (2017-2018))

Eligibility:

10 + 2 pass in any group from the Board of Higher Secondary Examination, Government of Tamil Nadu. Those candidates who have studied through any other State Board of Examination other than Board of Higher Secondary School of Examination, Government of Tamil Nadu need to get an Eligibility Certificate if they wish to join in this University or its affiliated institutions. The Eligibility Certificate needs to be submitted to the institutions at the time of joining the course.

Scheme of Examinations

Sem.	Pt. I/II/ III/IV / V	Sub No.	Subject Status	Subject Title	Contact Hrs./W eek	L Hrs./ Week	T Hrs./ Week	P Hrs./ Week	C Cre- dits
I	I	1	Language	Tamil/Other Language	6	6	0	0	4
	II	2	Language	English	6	6	0	0	4
	III	3	Core – 1	Introduction to Visual Communication	4	4	0	0	4
	III	4	Core – 2	Communication Skills	4	4	0	0	4
	III	5	Major Practical – I	Drawing	3+	0	0	3	2
	III	6	Allied – I	Human Communication	3	3	0	0	3
	III	7	Allied Practical – I	Basic Writing	2+	0	0	2	2
	IV	8	Common	Environmental Studies	2	2	0	0	2

II	I	9	Language	Tamil/Other Language	6	6	0	0	4
	II	10	Language	English	6	6	0	0	4
	III	11	Core – 3	Visual Design	4	4	0	0	4
	III	12	Core – 4	Print Production	4	4	0	0	4
	III	13	Major Practical – II	Desktop Publishing	3+	0	0	3	2
	III	14	Allied – II	Art and Aesthetics	3	3	0	0	3
	III	15	Allied Practical – II	Writing on Art and Aesthetics	2+	0	0	2	2
	IV	16	Common	Value Based Education/Social Harmony	2	2	0	0	2
III	I	17	Language	Tamil/Other Language	6	6	0	0	4
	II	18	Language	English	6	6	0	0	4
	III	19	Core – 5	Photography	4	4	0	0	4
	III	20	Major Practical – III	Photography	4	0	0	3	2
	III	21	Allied - III	Advertising	3	3	0	0	3
	III	22	Allied Practical – III	Advertising Writing	4	0	0	2	2
	III	23	Skilled Based Core – I	Writing for Media	4	4	0	0	4
	IV	24	Non – Major Elective – I	Journalism Skills	2	2	0	0	2
	IV	25	Common	Yoga	2	2	0	0	2

IV	I	25	Language	Tamil/Other Language	6	6	0	0	4
	II	26	Language	English	6	6	0	0	4
	III	27	Core – 6	Television Production	5	5	0	0	4
	III	28	Major Practical – IV	Television Production	4	0	0	4	2
	III	29	Allied IV	Public Relations	3	3	0	0	3
	III	30	Allied Practical – IV	Practicing Public Relations	4	0	0	3	2
	IV	32	Non – Major Elective – II	Event Management	2	2	0	0	2
	IV	40	Common	Computers for Digital Era	2	2	0	0	2
	V		Extension Activity	NCC,NSS,YRC,YWC	0	0	0	0	1
V	III	33	Core – 7	Film Studies	4	4	0	0	4
	III	34	Core – 8	Constitution & Media Laws	4	4	0	0	4
	III	35	Elective – I	Web Journalism	4	4	0	0	4
	III	36	Elective – II	Media Culture & Society	4	4	0	0	4
	III	37	Practical – V	Audio Editing	4	0	0	4	2
	III	38	Practical – VI	Video Editing	4	0	0	4	2
	III	39	Practical – VII	Film Appreciation	4	0	0	4	2

	III	31	Skilled Based – (Common)	Personality Development/Effective Communication/Youth Leadership	4	4	0	0	4
VI	III	41	Core – 9	Basics of Media Research	4	4	0	0	4
	III	42	Core – 10	Communication Theories	4	4	0	0	4
	III	43	Core – 11	Media Management	4	4	0	0	4
	III	44	Practical – VIII	Multimedia	4	0	0	4	2
	III	45	Practical – IX	Television Commercial Production	4	0	0	4	2
	III	46	Practical – X	Documentary Production	4	0	0	4	2
		47	Project	Project(Group)	7	0	0	7	7
Total					180				152

*10 hours of practicals.

L: Lectures;

T: Tutorials;

P: Practical;

Note:

- | | | | | |
|--------------|----------|----------|----------|----------|
| 1. Theory | Internal | 25 marks | External | 75 marks |
| 2. Practical | ” | 40 marks | ” | 60 marks |
3. Separate passing minimum is prescribed for Internal and External

The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks) the passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)

B.Sc. Visual Communication

List of required basic laboratory equipments

Drawing

1. Drawing table for each student

Desktop Publishing

1. Computer with DTP software list below
 - a) Adobe In design
 - b) Coral Draw
 - c) Adobe Photoshop

Art Appreciation

1. Screening facility (Projector)

Photography

1. DSLR camera with Accessories
2. Photo Studio facility

Television Production

1. HD Video camera with Accessories
2. Production Studio

Radio Production

1. Computer with Professional Sound Card
2. Audio Video editing studio software

Graphics & Animation

1. 2D, 3D animation software

Film Studies

1. Collection of Classical movies (Indian & Foreign)

Adequate books for learning the software

SEMESTER I

PART III

Introduction to Visual Communication – Core

L	T	P	C
4	0	0	4

Objective:

To understand the basics of Visual Communication, to apply the techniques in Visual Media, to solve practical problems in the real life situations. The training covers effective communication strategies to enhance understanding and verbal communication with others.

UNIT I

Need and important of Human and Visual Communication, Communication as a process, Understanding Communication. **14 L**

UNIT II

Communication as a process: Message, Meaning, Connotation and Denotation culture / code etc. Levels of communication: Technical, Semantic and pragmatic. **12 L**

UNIT III

Principles of visual and other sensory perceptions. Color Psychology and theory (some aspects) Definition, Optical / Visual illusion etc. **12 L**

UNIT IV

Types of Media – Traditional media, Print media, Electronic media and new media. **12 L**

UNIT V

Basic of Graphic Design, Definition, Elements of Graphic Design. The process of developing ideas – Verbal, Visual, Combination and thematic, visual thinking, design execution and presentation. **10 L**

References:

1. Lester, E, Visual Communication: Image with messages, 2000.
2. Visual Elements of Arts and Design Longman Porter, 1989.
3. Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic.

PART III

Communication Skills – Core

L	T	P	C
4	0	0	4

Objective:

This paper provides communication skills training for individuals wishing to develop their interpersonal skills and build rapport with others in the workplace. The training covers effective communication strategies to enhance understanding and verbal communication with others.

UNIT I

Interpersonal communication: Theories and Models – Transactional analysis. **14 L**

UNIT II

Verbal communication and Non – Verbal communication theories and models, Types of Non – Verbal behavior Kinesics **12 L**

UNIT III

Group communication: Theories and models – Decision making process, leadership, and team work communication patterns in group context. **12 L**

UNIT IV

Public communication; Rhetoric model, Persuasion models **12 L**

UNIT V

Ideation and creative thinking: Lateral thinking, designing, messages for different audiences.

10 L

References:

1. Wood, Julia T: Communication mosaics: An introduction to the field of Communication, 2001, Wards worth.
2. Larson, Charles, persuasion- Reception and responsibility Wards worth.

PART III

Drawing – Practical

L	T	P	C
0	0	3	2

Objective:

To understand the basics of Drawing, to apply the techniques in Design, to solve practical problems in the real life situations.

1. Anatomy study (Human and animals)
2. Still Life
3. Live Models (Portraits)
4. Landscapes and Composition
5. Line study in different thickness.
6. Curve and Circle
7. Shapes
8. Composition with Light and Shadow
9. Cubes with geometrical shapes
10. Patterns and Distraction
11. Perspective Drawing
12. Fonts – Alphabets and Numbers

(EACH EXERCISE SHOULD HAVE MINIMUM 5 NUMBERS OF WORKS WITH ROUGH

THUMB NILE SKETCH FOLLOWED BY FAIR WORKS)

PART III

Human Communication – Allied

L	T	P	C
3	0	0	3

Objective:

To cater to the four essential aspects of communication skills namely, Listening, Speaking, Reading and Writing and thereby create a congenial class room atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts.

UNIT I

Nature and Scope of human communication **10 L**

UNIT II

Theories of Interpersonal Communication **10 L**

UNIT III

Theories of Persuasion (Elaboration Likelihood Model, Cognitive Dissonance) **09 L**

UNIT IV

Public Communication (Rhetoric Model), Models of Mass Communication **08 L**

UNIT V

Visual Persuasion – Semiotic Approach (Sign, Meaning, And Iconography) **08 L**

References:

1. Joseph Devito, Harper and Row, Human Communication, A basic course, New York, 1988.
2. Burgoon, Michael, Frank G Hansaker, Edwin J Dawson, 'Human Communications' (3rd ed), Sage, New Delhi, 1994.

PART III

Basic Writing – Allied Practical – 1

L	T	P	C
0	0	2	2

Objective:

To familiarize the students with various types of writing and develop their inherent writing skills To train students to generate, develop and express ideas To familiarize the students with contemporary advertising techniques.

Demonstrate basic writing and reading skills through analysis and critiques. Improve vocabulary based on class exercise and short tests. Practice writing short essays through the production of original and organized compositions. Exercises on identifying and correcting grammar, spelling, and sentence errors should be experienced. Evaluation will be based on record on class participation /completed assignments, oral presentations.

SEMESTER II

Part III

Visual Design – Core

L	T	P	C
4	0	0	4

Objective:

To develop and enjoy practical and conceptual autonomy as a visual designer in the making of visual design artworks. Understand and value the different beliefs and contexts that affect meaning and significance in visual design artworks.

UNIT I

Awareness of environment, observation, experience, analysis, and manmade environment, tools, shelter and communication **14 L**

UNIT II

The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts. **12 L**

UNIT III

The principles of design – unity contrast, balance, rhythm, harmony and direction. **12 L**

UNIT IV

The process of design – the needs, information, planning, exploration, creation, satisfaction. **12 L**

UNIT V

Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention. **10 L**

References:

1. Russell N. Baird, The Graphic Communication, Holt, Rinehart and Winston, Canada 1987
2. Jerry Palmer & MacDodson, Design and Aesthetics, Rutledge, London 1995
3. Philip Rawson, Design, Prentice Hall, London 1987
4. Paul Rand, Forms and Chaos, Yale University press 1993

PART III

Print Production – Core

L	T	P	C
4	0	0	4

Objective:

This paper will provide the student with knowledge of industry standard software for professional print layout and design, principles unique to designing for print, and technology involved in the printing process.

UNIT I

History of printing. Recent technological development of printing processes. Importance of printing processes in design decisions. **14 L**

UNIT II

Principles of printing.(relief, planography etc..) Type-setting methods; hot metal, photo composition and digital. Plate making process. Types of printing processes - Letter Press, Offset, Gravure , Flexography and Silk Screen. Colour printing process - colour separation, colour correction and colour reproduction. **12 L**

UNIT III

Elements of publication design. Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc.. Typography-typeface design, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.). **12 L**

UNIT IV

Printing Management, Printing press organization and structure Economics of printing - different types of paper, ink, plates, miscellaneous. Print order estimation, managing wastage. **12 L**

UNIT V

New technological development in printing process. Digital pre-press. Direct to plate technologies. Recent trends printing processes. An over view of printing and publishing industry in India. An over view of electronic publishing. **10 L**

References:

1. Dennis, E(1997). Lithographic technology in transition. Arndams, J.M.
2. Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing.
3. Ruggles, P (1996) Printing Estimating: digital and traditional costing methods for graphic imaging. 4th Edition. Thomson Learning.
4. McAllister, R (1998) Pathways to Print: Trapping. Thomson Learning.

PART III

Desktop Publishing – Practical

L	T	P	C
0	0	3	2

The Practical record should contain exercises completed by each student on every practical class during the second semester with proper dates and signature of the concerned faculty. It should contain a content page of exercises completed by individual students. The following exercises are mandatory

Creation of

- Brochures
- Letterheads
- Business Cards
- Posters/Signs
- Magazine Covers
- Calendars
- Greeting Cards
- Invitations
- Newsletters
- Flyers
- Logos
- Announcements
- Book Covers

PART III

Art and Aesthetics– Allied

L	T	P	C
3	0	0	3

Objective:

Students must be acquainted with the movements of art theory and aesthetic thought in different historical, cultural, social, economic, political, ideological and religious contexts, and how they have affected the expression, aesthetics, functions, techniques and language of art.

UNIT I

Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Decan. **10 L**

UNIT II

Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period architecture, imperial style, provincial style and mughal style. **10 L**

UNIT III

Sculptures- the mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas. The Cholas, Pandyas, Vijayanagara paintings, murals- north Indian, south Indian, Miniaturesmughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting. **09 L**

UNIT IV

The Western Art and Architecture- Egyptian, Greek, Roman, Early Christian, Byzantine, Romanesque, Gothic, Italian, Flemish, German, Dutch, Spanish, English, French and Modern art. **08 L**

UNIT V

Aesthetics- The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas. **08 L**

References:

1. Edith Tomory, History of Fine Arts in India and the West, Orient Longman Limited, India, 1989.
2. Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.

PART III

Writing on Art and Aesthetics – Allied Practical – 2

L	T	P	C
0	0	2	2

Develop and refine the ability to offer appreciation and analysis of art and aesthetic positions, and develop the ability to form their own educated positions on aesthetic issues. Students gain new insight into art by visiting the places and pursue an independent project covered in class and the places visited. Evaluation will be based on record on class participation / completed assignments, presentations on visited place writing articles on arts and aesthetics

SEMESTER III
PART III
PHOTOGRAPY – CORE

L	T	P	C
4	0	0	4

Objective:

The objective of this course is to provide students with an understanding of the technical processes of photography, learn how to use digital processes to make pictures. Learn to see with a camera.

UNIT I

History of Photography, Characteristics of light, Types of Cameras – structure and function of camera. **14 L**

UNIT II

Lens and types of lenses for photography, - short, medium and long focal length, other types, lens speed, covering power and other features. **12 L**

UNIT III

Exposure – Focusing, aperture, shutter speed, Depth of field, lighting techniques and Composition. **12 L**

UNIT IV

Accessories– Kinds of light indoor and outdoor - Electronic flash and artificial lights. Light meters, Different kinds of filter for B&W and colour photography and filter factor. **12 L**

UNIT V

Films for B&W photography – film speed and types of film, Papers – kinds of paper. Chemicals for developing and printing. **10 L**

References:

1. Julian Calder, John Garrett, The 35 mm Photographer's Handbook, Marshall Editions Limited, London, 1999.
2. John Constantine and Julia Valice, The Thames-Hudson Manuel of Professional Photography, Thames-Hudson, London, 1983.
3. Alain Solomon, Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York, 1987.

PART III

PHOTOGRAPY – Practical

L	T	P	C
0	0	3	2

At the beginning of the practical's, the students are to be taught and trained to handle the photography camera with the basic elements of photography like shots, angles, view, exposures, effects etc.

Besides, exercises on the listed topics below have to be practiced and submitted as a part of their work record.

1. Styles of Photography
 - a. Landscape
 - b. Portrait
 - c. Documentary
2. Perspective
 - a. Linear
 - b. Forced
3. Photo Language
 - a. Working
 - b. Action
 - c. Silhouette
4. Advertising Photography
 - a. Product ads
 - b. Food
 - c. Jewellery
 - d. Styles/Garments
5. Social Photographs
 - a. Street photography
 - b. PSA
6. Sports Photography
7. Indoor Photography
8. Photo story

ADVERTISING

L	T	P	C
3	0	0	3

Objective:

To understand the basics of Advertising to apply the techniques in Advertising Industry, to solve practical problems in the real life situations.

UNIT I

Definition, Origin & Growth – Nature & Scope of Advertising, roles of advertising, Social, Communication, Marketing & Economic- functions of advertising. **10 L**

UNIT II

Based on target audience, geographic area, Media & purpose. Corporate & Promotional Advertising – Web Advertising. **10 L**

UNIT III

Latest trends in advertising (India & abroad) – Ad agency & its types, Structure of small, medium & big agencies, functions, services- legal aspects & ethical issues. **09 L**

UNIT IV

Client Brief, Account Planning, Creative Strategy & Brief, Communication Plan, Brand management – Positioning, Brand personality, Brand image, Brand equity, Case studies. **08 L**

UNIT V

Conceptualization & Ideation. Translation of ideas to campaigns, visualization designing & layout, copy writing – types of headlines, body copy base lines, slogans. Logos & trademarks. **08 L**

References:

1. Sandage, Frylruer and Rotzoll (1996): Advertising theory and Practice. AAITBS Publishers.
2. Mohan: Advertising Management: Concepts & Cases. Late McGraw – Hill
3. Jewler, E (1998): Creative strategy in Advertising. Thomson learning.
4. Sotakki, C.N: Advertising. Kalyani Publishers.

PART III

Advertisement Writing – Allied Practical 3

L	T	P	C
0	0	2	2

Student has to enhance the knowledge on the basics of Ad Writing; critically assess the use of rhetoric in an array of advertising. Compose ad copy in a variety of media Critical evaluation of visuals, graphics and the written word designing a best practices ad kit. Evaluation will be based on record on class works/completed assignments, copy writing advertisements of their own choice; logo, headlines, positioning slogan, body text etc.

PART IV

WRITING FOR MEDIA - Skill based subject

L	T	P	C
4	0	0	4

Objective:

This paper enables students to the fundamentals of writing for news media, through lectures and practical workshops. Students will be introduced to key principles of news writing, and to the specific requirements of writing for print, broadcast and online media.

UNIT I

Writing for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines - Typography. **14 L**

UNIT II

Writing for New media - Copy reading symbols - content creation-Development - Technical writing - Editing - Principles and methods. **12 L**

UNIT III

Writing for Radio - News features - Docudramas - Interview - Commercials - Radio language - Editing for Radio. **12 L**

UNIT IV

Television writing - characteristics - News - features - Interviews - Principles and methods of script writing - Techniques of narration - Preparation of Commercials - Language Editing. **12 L**

UNIT V

Film language - Writing for education and entertainment - Documentary scripting - Trends in writing - New technologies and their impact on media language. **10 L**

References:

1. Writing for Broadcast journalist, Thompson, Rick. London: Routledge,2005.
2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company,1992.
3. Writing for Television, Kelsey, Gerald. Unisrar,2004..
4. Writing the News:Print Journalism in the electronic age. New York : Hasting House Publishers,1977,Fox,Walter.
5. Doing it in style - Leslie Sellers.

PART IV

JOURNALISM SKILLS – Non Major elective

L	T	P	C
2	0	0	2

Objective:

Journalism Skills for Engaged Citizens from The University of Melbourne. This is a course in basic journalism skills, designed for the many people who are now taking advantage of new media to publish news, views and information.

UNIT I

Media and Democracy: the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India - Media Consumption and News Production; Audience, Readerships, Markets - Forms of Journalism: news, features, opinions, yellow, tabloid, penny press, - Changing Practices: new/alternative media, speed, circulation. **08 L**

UNIT II

Social Responsibility and Ethics - Positioning, Accuracy, Objectivity, Verification, Balance and Fairness - Defining Spot/Action, Statement/Opinion, Identification/Attribution - News vs Opinion, Hoaxes **08 L**

UNIT III

News: meaning, definition, nature - Space, Time, Brevity, Deadlines - Five Ws and H, Inverted pyramid - Sources of news, use of archives, use of internet etc. **08 L**

UNIT IV

Covering a Beat More Beats, Alternative Leads. Writing for Radio and Television, Writing for the New Media **08 L**

UNIT V

Constructing the story: selecting for news, quoting in context, positioning denials, transitions, credit line, byline, and dateline **06 L**

References:

1. Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
2. Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
3. Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's media, McGraw Hill Publication.
4. Fleming,, Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.

SEMESTER IV

PART III

Television Production – Core

L	T	P	C
4	0	0	4

Objective:

This paper is an introduction to the basic principles, procedures, and techniques of television production. The Television Elective course includes video control, special effects, operation of cameras and editing machines, composition, lighting, staging, and directing, on-camera announcing and interviewing.

UNIT I

As a medium of mass communication - Camera, its part and mounting device - Television language and grammar - Frame size - Types of shots – Composition - Looking space, walking space - Television production process - single camera process - Multi camera process

14 L

UNIT II

Concept of imaginary lines - Equipment layout in TV studio - chroma key - Microphones its type and placement - Vision mixers

12 L

UNIT III

Lighting: types of lighting - Directional light, diffused light - Controlling lights - Lighting techniques - Three pointing lighting - Four pointing lighting - Writing for television - Scripting for single camera work, script for multi camera

12 L

UNIT IV

news length and structure ,breaking news, news headlines - Structure and working for News Room of a television production center - Role and responsibilities of TV - producer - Role of sound in TV - Set, scenery, costume, make up and property as element of aesthetics

12 L

UNIT V

News reading and anchoring - Voice modulation - Graphics for television - Aesthetics of editing - Types of cuts and continuity - Video editing software (adobe premiere Pro)

10 L

References:

1. Millerson G. H. , Effective TV Production, Focal press, 1993
2. Holland P., The television handbook, Routledge, 1998
3. Zettl, Herbert, Television production handbook, wardsworth, Thompson learning, 2001
4. Multitasking for T V Production by Peter Ward

PART III

Television Production – Practical

L	T	P	C
0	0	4	2

The Students are required to produce the following and submit as work record.

1. Any PSA – 3 min
2. Short film/ Documentary – 10 min

Methodology:

Students will be given practical exposure on handling the camera, and will be detailed on all the aspects of production. Regular assignments on production will be given.

PART III

Public Relations – Allied

L	T	P	C
3	0	0	3

Objectives:

To provide an overview of the various functions of public relations and the normative process of public. Relations program development and implementation. To develop skills in strategic public relations management based on an analysis of current and historical.

UNIT I

Public Relations- definition, PR as a communication function, history of PR, growth of PR in India, Public relations, propaganda and public opinion, PR as a management **10 L**

UNIT II

Stages of PR – Planning, implementation research, evaluation, PR practitioners and media relations, press conference, press release, exhibition and other PR tools. **10 L**

UNIT III

Communication with the public - internal and external, employer employee relations, community relations; PR in India – public and private sectors, PR counseling, PR agencies, PR and advertising, PR for media institutions. **09 L**

UNIT IV

Shareholders relations, dealer's relations, PR for hospitals, PR for charitable institutions, PR for Defense, PR for NGOs, Pr for political parties, management and case studies. **09 L**

UNIT V

PR research techniques, PR and law, PR and new technology, code of ethics, International PR, Professional organizations, emerging trends. **08 L**

References:

1. Y. K. D'souza, Mass Media Tomorrow, Indian Publishers Distributors, New Delhi, 1977.
2. S. Ganesh, Lectures on Mass Communication, Indian Publishers Distributors, New Delhi, 1995.
3. J. L. Kumar, Mass Media, Anmol Publications Pvt Ltd., New Delhi, 1996.

PART III

Practicing Public Relations – Allied Practical – 4

L	T	P	C
0	0	3	2

Student has to enhance the skills to become good public relations practitioner knowledge on the means you need to communicate in a way that reaches the target audience. This could mean writing for a variety of media outlets, such as television, social media, and radio. Organising campaign is part of this practical and submitting the report on the same will be evaluated at the end of the semester along with the record on class works/completed assignments, campaign strategy of their choice.

PART IV

Event Management - Skill based subject

L	T	P	C
2	0	0	2

[Creating an Event]

- Conceptualization and Planning
 - i. The Nature of Planning, Project Planning, Planning the Setting, Location and Site
 - ii. The Operations Plan, The Business Plan, Developing the Strategic Plan
- Organization
 - i. Setting up an Event Organization structure
 - ii. The Committee Systems, Committee and Meeting Management
- Programming and Service Management
 - i. Programme Planning, The Elements of Style, Developing a Program Portfolio
 - ii. The Programme Life Cycle, Scheduling

Exercises:

1. Design a project plan for organizing an event
2. Design publicity material [poster, brochure, invitation and print advertising]
3. Filing a final report about the success of event
4. Write a proposal for potential sponsor for the event
5. Develop activity chart
6. Develop minute-to-minute programme
7. Develop crisis management plan
8. Undertake a survey of target audience for pre event planning process

SEMESTER V
PART III
Film Studies – Core

L	T	P	C
4	0	0	4

Objectives:

To understand the nature and process of film production, to learn how to read and analyze film as you would a novel, a poem or a short Story, to familiarize ourselves with certain theoretical ideas presented by major film theorists.

UNIT I

Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation. **14 L**

UNIT II

Film forms: narrative and non-narrative - Acting, costume and music - Film and post modernism - post structuralism and deconstruction. Impressionism, expressionism, and surrealism - Fiction: realism, symbolic simulation - typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema. **12 L**

UNIT III

Film production: Visualisation - script - writing - characterization - storyboard - tools and techniques. Continuity style: composing shots - spatial (mise en scene) - temporal (montage) - Camera shots: pan, crane, tracking, and transition. Sound in cinema: dimensions and functions - Film editing and special effects - Film audience - Review and appreciation of film. **12 L**

UNIT IV

Film festival - Film awards - Film institute's censorship certification - Cinema theatres and Projections. **12 L**

UNIT V

Film business and Industry - Economic- finance and business of film - film distribution - import and export of films - regional cinema with special reference to Tamil cinema. Budgeting and schedules. B.Sc. Visual Communication.: Syllabus (CBCS) **10 L**

References:

1. Indian Film, Eric Baranenn & Krishnaswamy OVP, 1980 2nd Edition
2. How films are made, Khwaja Ahemad Abbas, National Book Trust, 1977
3. Film as an art and appreciation, Maric Setton, NCERT, New Delhi
4. Cinematography Censorship rules, Govt. of India Press, Nasik, 1969
5. Cultural Heritage of India, A.L. Basham.

PART III

Constitution and Media Laws – Core

L	T	P	C
4	0	0	4

Objectives:

To teach students the ethics and principles of Indian Constitution and Media Laws involved in media and also encourage them to follow ethics in the field of communication.

UNIT I

Indian Constitution – Salient features – Fundamental rights – Article 19 (1) (a) – Freedom of the press. **14 L**

UNIT II

Official secrets Act, 1923 – Books and Registration of newspapers Act, 1956 – Working Journalists Act, 1955. Press and Publication (Parliamentary proceedings) Act, 1976.

12 L

UNIT III

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of Court. **12 L**

UNIT IV

Freedom of the Press – Ramesh Tapan vs State of Madras – Brij Bushan vs State of Delhi – Virendra vs State of Punjab – Ranji Lal Modi vs State of Uttar Pradesh – Sakal Newspapers vs Union of India – Bennett Coleman and Co. vs Union of India – Indian Express vs Union of India (1985). **12 L**

UNIT V

Censorship Law and internet – Law and Cyberspace – emerging trends – Laws relating to Cable and Satellite TV. **10 L**

References:

1. Indian constitution : B.N. Pandey
2. Introduction to Indian constitution : D.D. Basu
3. Press laws : D.D.Basu
4. The truth about Indian press : S. Sahani
5. Historical Perspective of Press Freedom in India : Dr. Rama Krishna Challa.

PART III

WEB JOURNALISM – Major Elective

L	T	P	C
4	0	0	4

Objective:

This course provides insight into the nuances of Online as a medium of communication and enables students to get a firm grasp of how to create online news sites and write for the online medium.

UNIT I

New Media: Use of New Communication Medium (Internet, Mobile), Advantages, Limitation and Risk factor, involve in it. Use of various applications media personal.

14 L

UNIT II

Wire service reporting, Blogs and Other "Participatory Journalists", Digital news media ,trends and technologies in digital news media.

12 L

UNIT III

How to Report News for the Web: skills a journalist needs in the digital age, multimedia tools available to report the story immediately, Contextual hyper linking.

12 L

UNIT IV

Content Planning: Planning, Management and Retiring of Content. Writing for web: Basic Principles, Powers of web Journalism: Information, news and entertainment on web. Preparation and Presentation of web content.

12 L

UNIT V

Ethics in Web journalism- anonymity, speed, rumour and corrections, impartiality, conflicts of interest, and partisan journalism, Reporters and Social Media, citizen journalists and using citizen content, Ethics of images.

10 L

References:

1. Multimedia: an introduction, Casanova John Villamil
2. Multimedia: illustrated ,Singh Vishnu Priya Singh Meenakshi ,Asian publishers, Delhi
3. Ess, Charles. Digital Media Ethics. Cambridge: Polity Press, 2009.
4. Ward, Stephen J. A. —Ethics for the New Mainstream. In The New Journalist: Roles, Skills, and Critical Thinking, eds. Paul Benedetti, Tim Currie and

PART III

Media Culture & Society- Major Elective

L	T	P	C
4	0	0	4

Objectives:

Students explore the impact of media on culture and social structure through media systems are integrated and shaped by larger systems of power and cultural understanding and, how in turn, those systems of power and stratification are dependent of communications.

UNIT I

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media. **14 L**

UNIT II

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc. **12 L**

UNIT III

Media as text. Approaches to media analysis- Marxist, Semiotics, Sociology, and Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.) **12 L**

UNIT IV

Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.)-- Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy **12 L**

UNIT V

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship etc. Acquisition and transformation of popular culture. **10 L**

References:

1. Silverstone, Rogers (1999) Why Study Media?. Sage Publications
2. Potter, James W (1998) Media Literacy. Sage Publications
3. Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
4. Evans, Lewis and hall, Stuart (2000): Visual culture: The reader. Sage Publications
5. Berger, Asa Authur (1998). Media Analysis Technique. Sage Publications

PART III

Audio Editing – Practical

L	T	P	C
0	0	3	2

Objective:

This paper will cover the fundamental theoretical and practical aspects of audio editing. Further, the course will impart technical knowhow of operating two different audio editing software applications. To provide a well rounded and comprehensive training on audio editing through lectures, exercises and applications

Class Exposure

1. Introduction to Dubbing Theatre- Studio Set up & Equipments Back Panel
2. Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise
4. Audio Equipment used in Dubbing- Cables and connections & Mixing console
5. Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone
7. Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer & Audio Effects
9. Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software
10. Audio Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

Record Work:

1. Music Production (Jingle/ Promo/ Song (Album))
 2. PSA
 3. Radio Features:
 4. Ad for Radio (commercial)
 5. Live recording
- (The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Video Editing – Practical

L	T	P	C
0	0	4	2

Objective:

This paper will cover the fundamental theoretical and practical aspects of video editing. Further, the course will impart technical knowhow of operating two different editing software applications. To provide a well rounded and comprehensive training on video editing through lectures, exercises and applications

The Students are exposed to:

- Grammar of Editing: Continuity. Cutting on movement. Montage. Basics of Film editing Vs Video Editing. Editor as a creative person. Role of Editor in a Production.
- Introduction to basics of editing tools: creating an edit Decision List, logging, digitizing and importing media on Pinnacle Liquid ed 6 and Adobe Premium Pro 2.
- Editing the visual: Assemble edit and rough cut. Applying video transitions, commentary track and special effects or multimedia.
- Synchronizing the sound with video

Record Work:

- Commercial Advertisement (with SFX) : 30 sec
- Green Matte Editing
- Titling : 30 sec
- Live Studio Editing
- Use of transitions and SFX: 30 sec

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

PART III

Film Appreciation – Practical

L	T	P	C
0	0	3	2

Objectives:

This course is an introduction to film appreciation, film history, film analysis and film production – fiction and documentary.

The Students are exposed to filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Ingmar Bergman etc. and skills are thought to appreciate the great filmmakers by studying the nuances in studying films.

Exercise:

Each film, which are screened are to be appreciated by the students and that has to be filed and submitted in form a record book. This will be evaluated at the end of the semester by a viva voce

PART III

Basics Media Research – Core

L	T	P	C
4	0	0	4

Objectives:

Students will be exposed to various research methodologies, both quantitative and qualitative, as they affect the changing media landscape and its evaluation. Students will be exposed to different theoretical paradigms of media research. **14 L**

UNIT I

The need and relevance of media research. Responsibility and Involvement. Scientific and non-scientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc. **12 L**

UNIT II

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods. **12 L**

UNIT III

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non-structured. Telephone and personal interviews. Questionnaire construction methods. **12 L**

UNIT IV

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design. **12 L**

UNIT V

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure. **10 L**

References:

1. Hansen, Andres et al., (1998). Mass Communication Research Methods, Macmillan Press Ltd, London.
2. Wimmer, D Roger and Dominick R Joseph, (1991). Mass Media Research- An Introduction, Wadsworth Publishing Company, California.
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.
4. Pamela L. Alreck and Robert B. Settle (1985). The Survey Research Handbook, Irwin Homewood, Illinois.

PART III

Communication Theories – Core

L	T	P	C
4	0	0	4

Objectives:

To introduce concepts, processes and theories of communication, to introduce to communication and media research, its relevance, methods and application, to develop understanding of Development Communication, its theories and practices.

UNIT I

Defining and redefining mass communication, Emergence of scientific perspective on mass communication. **14 L**

UNIT II

The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory. **12 L**

UNIT III

Paradigm shift in mass communication theory; Two step flow theory, Limited effects theories; Selective process; Information flow theory; Functional analysis approach and Diffusion theory. **12 L**

UNIT IV

Rise of Cultural theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality. **12 L**

UNIT V

Uses and gratification theory, Marshall McLuhan, Harold Innis; Knowledge gap; Agenda setting. **10 L**

References:

1. Mass communication theory: An introduction - Denis Mcquail
2. The process and effects of mass communication – Wilbur Schramm
3. Mean, messages and media – Wilbur schramm
4. The effects of mass communication – Joseph Klapper
5. Mass communication theory – Stanley J.Baran and Dennis K.Davis

PART III

Media Management – Core

L	T	P	C
4	0	0	4

Objectives:

To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

UNIT I

Management in Media organization – Structure – nature and process of management – levels of management– Skills, functions and management roles. Theories of management – classical, human relationships, modern approaches to management.Societal and organizational environment. **14 L**

UNIT II

Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery. **12 L**

UNIT III

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics.Future of media business –Employment opportunities and status of media industry. **12 L**

UNIT IV

Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling. **12 L**

UNIT V

Marketing – management – creativity and innovation – internal communication and external communication.Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling. **10 L**

References:

1. Block *et al*(2001). *Managing in the Media*. Focal Press.
2. Alan B. Albarran, Sylvi (2006). *A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers*.
3. Andrej vizjak and Max Riglstter (2003). *Media management*, Springer,
4. William jameswillis and dianeB.willis (2006). *New Directions in Media Management*, Routledge.
5. Alan B. Albarran(2009). *Management of Electronic Media*, Wadsworth.

PART III

Multimedia – Practical

L	T	P	C
0	0	3	2

Objective:

This course contains different modules .After completing the modules, a student has to complete project work.

Practical: Two each in

1. Text creation and animation using word processing/ authoring software,
2. Recording / editing sound using software (Audition/ Sound booth)
3. Making/ Importing and manipulating bitmap images/ graphics using software (Photoshop)
4. Using layers /fillers / Channels to collate/ combine images; capture and assemble video using software (Adobe Premier / avid) and mix audio.

Practical: Two each in

1. Editing rushes of video using software (FCP)
2. Prepare a video shoot in Chrome set-up and applying effect using software (After Effects) and edit with FCP

Practical: Two each in

1. 3D software (Blender/3Dmax / Maya)
2. Creating 3D shapes/ objects; materials/
3. *textures*; 2D/ 3D transformation Crating simple animation and rendering

PART III

Television Commercial Production – Practical

L	T	P	C
0	0	4	2

Objective:

Students will gain an understanding of the skills necessary to produce interesting and produce television commercial films. Students will become skilled in executing all aspects of various productions.

1. Students should write original scripts for at-least 3 television commercial concepts of duration not more than 45 seconds. Concepts may be for a consumer product, a corporate company, for government sectors, and for PSA's
2. Shoot one of the best scripts among the three concepts as the television commercial project.
3. Each student should do individual projects containing the record and the program. The script record should be in the book binding form and TV commercial shot must be submitted in DVD.
4. Each script in the Record should contain

Script Development:

- ✓ Title
- ✓ Concept (log line, one liner)
- ✓ Synopsis
- ✓ Treatment
- ✓ Step outline
- ✓ Screenplay Development
- ✓ Slug line
- ✓ Action (Video Description)
- ✓ Character Name
- ✓ Dialogue
- ✓ Sample script with storyboard
- ✓ Shooting Script
- Editing Script
 - ✓ Scheduling
 - ✓ Approximate Budget details
 - ✓ Photographs of AD Film Making

PART III

Documentary Production – Practical

L	T	P	C
0	0	4	2

Objective:

Students will gain an understanding of the skills necessary to produce interesting and creative documentary films. Students will become skilled in executing all aspects of documentary production.

1. Students should write original Documentary scripts for at-least 3 issues of duration not more than 5 minutes inclusive of credit lines. Concepts may be of about environmental issues, Social Issues, Any particular place etc.
2. Shoot one of the best scripts among the three concepts as the Documentary film project.
3. Each student should do individual project containing the record and the program. The script record should be in the book binding form and Documentary film must be submitted in DVD.
4. Each script in the Record should contain
Script Development
 - Title
 - Concept (log line, one liner)
 - Synopsis
 - Treatment

Mention the type of approach opted

Narration

Voice over Script

Shooting Script (if it is planned approach)

Editing Script

Scheduling

Approximate Budget details

Photographs of Film Making

GROUP PROJECT

L	T	P	C
0	0	7	7

A group of students (5Max) should come up with a Short-film (5 to 10 minutes). Each production should be accompanied with the details of script, story board and the production plan. The plan should be presented to the HOD / Faculty In-charge at the beginning of Sixth semester.